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## Marketer Competencies

### Strategic Marketing (Development; Planning and Implementation)

Strongly contributes to the development of overall business strategy by providing strong marketing insights. Uses these insights to shape an effective marketing strategy and guide the development of key marketing objectives. Takes a strategic view of the organisation and has a deep understanding of its internal and external operating environments. Brings clear strategic thinking to such issues as; industry trends, the competitive environment, market and customer opportunities, emerging technologies and effective stakeholder management. Clearly links the overall business and marketing strategy to key operational deliverables.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
<b>1</b> <b>Basic</b>	<ul style="list-style-type: none"> <li>Basic understanding of overall organisation strategy and can use this understanding to contribute to the development of operational marketing plans.</li> <li>Understands how their own role contributes to the overall marketing strategy and understands the key drivers of marketing success within the business.</li> <li>Good awareness of the key sectoral, business and competitive trends. Uses outputs from marketing analytics and research to input into the strategic marketing planning process.</li> </ul>	<b>1 2</b>
<b>2</b> <b>Developing</b>	<ul style="list-style-type: none"> <li>Motivates the marketing team by showing how their performance contributes to delivering the marketing strategy and contributing to overall business success.</li> <li>Successfully implements the marketing strategy, pinpoints critical issues, avoids being bogged down in detail and contributes to strategic thinking across the business.</li> <li>Works with the marketing team to build their strategic capabilities and use this to guide and direct the strategic marketing planning process and to inform business planning.</li> </ul>	<b>3</b>
<b>3</b> <b>Solid</b>	<ul style="list-style-type: none"> <li>Ensures that the marketing team goals are clearly aligned to overall strategy and helps team members prioritise key activities in line with overall business objectives.</li> <li>Understands, interprets and acts on significant business and customer trends and feeds these insights into the development and review of business and marketing strategies.</li> <li>Understands the organisation's mission, strategy, strengths and weakness and can identify key strategic threats and opportunities for the business.</li> </ul>	<b>4</b>
<b>4</b> <b>Strong</b>	<ul style="list-style-type: none"> <li>Maintains a broad strategic perspective while identifying and focusing on crucial details, as required in order to deliver overall business performance.</li> <li>Builds strategic perspective within the marketing team and ensures that key marketing initiatives are clearly aligned to overall business strategy.</li> <li>Uses their expertise in relation to strategic marketing to make a strong contribution to executive team problem solving and decision-making processes.</li> </ul>	<b>5</b>
<b>5</b> <b>Exceptional</b>	<ul style="list-style-type: none"> <li>Works with the board and the executive team to provide strategic leadership across the organisation. Ensures there is a high level of commitment and understanding of strategic marketing objectives, across the business.</li> <li>Ensures that the marketing strategy planning process is sufficiently responsive to adapt to changing customers, competitors and the market behaviours and emerging trends.</li> <li>Works with cross functional teams to translate overall marketing and business strategy into specific goals, objectives and responsibilities. Ensures that short and long-term objectives are clearly identified, prioritised and performance managed.</li> </ul>	<b>6 7</b>